

News Release

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NEW LOOK FOR LAND AMBULANCE SERVICE UNVEILED TODAY

(Brampton) – New crest and logo designs for Peel Regional Ambulance Services were unveiled at a reception held today at Regional headquarters. This was in preparation of the Region assuming responsibility from the province for delivering land ambulance services in Peel beginning January 1, 2001.

"Unveiling this new look is the latest in a series of steps leading up to the launch of a new standard in emergency service delivery," said Paul Palleschi, Regional Councillor and Co-Chair of the Land Ambulance RFP (Request for Proposals) Evaluation Committee. "Residents of Peel will soon begin to benefit from the many months of planning to create an ambulance system that will meet the needs of our growing population."

When the Region assumes responsibility for the delivery of land ambulance services on January 1, 2001, residents can expect to see an increased number of ambulance stations, more ambulance vehicles on the road, and more paramedics in the community.

"The visual identity for the new service is a representative blend of traditional and modern," said Joseph Moore, General Manager of Ambulance and Emergency Programs for the Region of Peel. "Just as the new service will enhance the existing solid foundation, the crest reflects traditional values, while the logo is a modern interpretation of a long-standing service tradition."

In July, Regional Council approved three-year contracts with the District of Halton and Mississauga Ambulance Service Ltd. and Dufferin-Caledon Health Care Corporation to provide land ambulance services in Peel.

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New look for land ambulance service.../2

Peel Regional Ambulance Services Highlights

The Region's proposed ambulance program features:

- Seamless delivery of service across the Region by all operators
- Increase in annual hours of service across the Region from 116,000 to 142,000 by 2003
- Addition of three new stations over the next three years
- Continuous emergency response via three new frontline vehicles and additional spare units
- 65 per cent of all paramedics trained to the Advanced Care (P2) level
- Improved response times to meet medically-relevant standards
- Ongoing review of system performance by Regional staff
- Ability of the Region to adjust service levels (if required)

For further information, contact Joseph Moore, General Manager, Ambulance and Emergency Programs, Region of Peel, at 905-791-7800, Ext. 4730, or at moorej@region.peel.on.ca

NOTE: An electronic version of the crest and logo are available by calling 905-791-7800, Ext. 4484.

PEEL REGIONAL AMBULANCE SERVICES

BACKGROUNDER

Ambulance services in Ontario have historically been the responsibility of the provincial government since the late 1960s, and have been delivered through a mixture of private operators and provincially run services.

In 1997, the Government of Ontario announced its intention to download the land ambulance function to upper-tier municipalities as part of its local services restructuring initiatives. This process was intended to achieve greater system accountability and responsiveness to community needs.

The process of this transition has been different across Ontario. The following chronology identifies milestones in Peel Region's progress:

1997 – Through the Services Improvement Act, the Government of Ontario announces its intention to restructure the delivery and funding of several key services. The province assumes a greater share of educational costs in exchange for the downloading of a variety of programs, including land ambulance.

The Region of Peel begins its transition process by establishing the Emergency Services Review Sub-Committee of Peel Regional Council.

1998 – In January, 100 per cent of the cost for managing ambulance services in Ontario is transferred to upper-tier municipalities (UTMs), along with a two-year timeframe for UTMs to assume responsibility for delivery of this service.

In November, the Region of Peel publishes an overview of existing services in the Region, and recommends a call for Requests for Expressions of Interest/Information (RFI) to review options for future delivery models. Council approves this recommendation, and the RFI is issued on January 4, 1999. Seven responses are received.

1999 – In March, ambulance service costs are reallocated by the Government of Ontario, and are to be shared equally between the province and the municipalities. The transition period is extended to January 1, 2001.

The RFI evaluation team issues its report concluding that the conduct of a Request for Proposals (RFP) represents the best option to ensure that all possible service delivery models for the Region are examined.

The team also recommends that the RFP reflect approaches which provide improved emergency response times, Regional ownership of system assets, and migration to improved standards of paramedic training.

Backgrounder.../2

1999 (cont'd) - Council approves the Request for Proposals (RFP) process to select service providers in Peel, based on the Requests for Expressions of Interest/Information (RFI) recommendations. Submissions are limited to those who had previously submitted an RFI.

The call for RFPs is issued on May 5, 1999 with a June 16, 1999 deadline.

From June to September, the Sub-committee, Regional staff and a team of consultants analyze and evaluate the submitted RFPs.

In October, a final report with recommendations is presented to Council, recommending an ambulance coverage plan for Peel premised on an *8-minute 59-second* medically relevant urban response time standard, an overall increase in staffing hours, and a commitment to the Advanced Life Support (ALS) universal standard.

In November, Joseph Moore is named Peel's first General Manager of Ambulance and Emergency Programs.

Council approves these and other recommendations, and directs negotiation with potential service providers to offer ambulance services in Peel commencing January 1, 2001 - the District of Halton and Mississauga Ambulance Service Ltd. and the Dufferin-Caledon Health Care Corporation. Negotiations commence in December.

Councillor Paul Palleschi chairs Peel's negotiating team. Councillors Marolyn Morrison and Frank Dale, as well as Regional Chair Emil Kolb also represent the Region.

2000 – Negotiations successfully completed, and Council approves service agreements with the District of Halton and Mississauga Ambulance Service Ltd. and the Dufferin-Caledon Health Care Corporation on July 13.

August – December 2000 – Region and selected service providers prepare to assume responsibility for service. Includes hiring, certification, and new station development.

Long-range capital planning begins.

Ambulance fleet maintenance RFP conducted by Region and contract(s) awarded.

Region establishes linkages with Provincial Communications Centre and base hospital networks.

Region negotiates inter-municipal cross-border service agreements with other upper-tier municipalities (UTMs).

Region reviews proposals for Advanced Life Support Training upgrades.

January 1, 2001 – *Peel Regional Ambulance Services begins operation.*

Peel Regional Ambulance Services

Program Accountabilities

The future land ambulance service in the Region of Peel will reflect partnerships between the Region, its selected operators, and the Government of Ontario.

The responsibilities for service delivery are allocated as follows:

Region of Peel	Service Providers	Province of Ontario
• System design & coverage planning • Strategic Planning • Procurement of resources (vehicles, equipment & medical & consumable supplies) • Fleet maintenance • Funding of total system cost subject to approved provincial subsidy • Program oversight & complaint investigation • Quality Assurance • Outreach & public education	• Service delivery & supervision • Staff recruitment & training • Facilities • Some supplies • Implementation of ALS program	• Central ambulance communications function & dispatch • Base Hospital program (medical oversight) • Air ambulance • Certification of operators & paramedics • 50 per cent funding of approved municipal cost

